

THE TRUE DEMOCRAT.

JOHN G. COLLINS, Publisher.

PUBLISHED EVERY FRIDAY MORNING.

DEMOCRATIC TICKET.

For Presidential Electors:
H. P. BAILEY, P. W. BUTLER,
ROBERT E. DAVIS, GEO. C. MARTIN,
SAMUEL PASCO.

For United States Senator:
DUNCAN U. FLETCHER.
For Representative in Congress—Third Congressional District:
DANNTT H. MAY.

For Governor:
ALBERT W. GILCHRIST.

For Comptroller:
ALONZO C. CROOM.

For Treasurer:
WILLIAM V. KNOTT.

For Secretary of State:
H. CLAY CRAWFORD.

For Attorney-General:
PARK M. TRAMMELL.

For Superintendent of Public Instruction:
WILLIAM M. HOLLOWAY.
For Commissioner of Agriculture:
BENJAMIN E. MCLEIN.

For Justice Supreme Court:
WILLIAM A. HOCKER.

THOMAS M. SHACKLEFORD.

For Railroad Commissioner:
ROYAL C. DUNN.

COUNTY TICKET.

For Members of the Legislature:
JOHN L. NEELY,

A. S. WELLS.

For County Judge:
BENJAMIN A. MEGINNISS.

For Clerk Circuit Court:
HENRY N. FELKEL.

For Sheriff:
WILLIAM M. LANGSTON.

For Tax Assessor:
WILLIAM O. AMES.

For Tax Collector:
WALTER A. DEMILLY.

For Superintendent of Public Instruction:
EDWIN B. EPPES.

For County Treasurer:
J. EARL PERKINS.

For County Surveyor:
VALLIE J. RANDOLPH.

County Commissioners:
W. D. STOUTAMIRE, W. A. REGISTER,

J. W. COLLINS, R. G. JOHNSON.

L. S. CRUMP.

School Board:
DAWSON BOATWRIGHT.

JOHN H. PATTERSON, D. R. COX.

The Spanish Swindle.

The attention of postmasters is directed to the following scheme operated by swindlers from various towns and cities in Spain, who make a practice of writing to persons in the United States. It is desired that this information be communicated to the public through the medium of the press if possible without cost; or, if this cannot be done, that such other steps as may be practicable without cost be taken to disseminate the information.

The scheme consists in sending letters to certain papers, who have previously been selected by confederates. The foundation of the plot varies somewhat. In some instances the writer represents himself as a dying prisoner in a military fortress. He has a fortune on deposit in the United States, but the certificate of stock is concealed in a secret receptacle of his valise, which has been seized by the Court at Carthage, and it will be held until the prisoner, or his representative, has satisfied the cost of the trial. He claims distant relationship with the addressee. If the first letter bears fruit, it is quickly followed by others in which the prisoner's daughter plays a prominent part. She is in Spain without a protector. A proposal is made to send her, accompanied by a priest, to the newly found relative for protection, if enough money is sent to release the valise containing the secret receptacle and the certificate of deposit. If the relative will accept the trust, he is to receive one-fourth of the prisoner's entire fortune of about 120,000 pounds. Of course, the "relative" never hears from the swindler after he has sent the money requested.

Under the Spanish laws a felony must be consummated before the police may act, and a mere attempt to obtain money by false pretenses does not appear to warrant arrest. The money must be actually paid over, and the prosecuting witness must be present in person to testify; otherwise prosecution would be useless.—Postal Guide.

Mr. Thomas H. Hall has been with his family in New Orleans for the past several weeks, where Miss Sadie Hall is taking a course of instruction in the Tulane University Art School. Mr. Hall returned home last week.

The General Demand

of the Well-Informed of the World has always been for a simple, pleasant and efficient liquid laxative remedy of known value; a laxative which physicians could sanction for family use because its component parts are known to them to be wholesome and truly beneficial in effect, acceptable to the system and gentle, yet prompt, in action.

In supplying that demand with its excellent combination of Syrup of Figs and Elixir of Senna, the California Fig Syrup Co. proceeds along ethical lines and relies on the merits of the laxative for its remarkable success.

That is one of many reasons why Syrup of Figs and Elixir of Senna is given the preference by the Well-Informed. To get its beneficial effects always buy the genuine—manufactured by the California Fig Syrup Co., only, and for sale by all leading druggists. Price fifty cents per bottle.

Opening Day at Country Club.

In a quiet way during the past summer the Country Club has been growing both in interest and membership, and now, with the opening of the fall season, the members are growing enthusiastic over the formulation of plans for the winter's diversions. The beautiful grounds and rooms have been put in thorough order, and through the courtesy of the Board of County Commissioners, the Adams street roadway extension leading to the Grove, has been beautifully graded and worked.

The Club intends making this Friday afternoon's regular reception a more elaborate affair than usual, this being the Autumn Opening Day, and it is hoped and expected that a large percentage of the members will be present.

Notice.

Parties holding receipts for tobacco stored with me will please call and exchange them for the proper receipts for filing at bank. A. WAHNSH.

Vesper Service Last Sunday.

A large number of citizens attended the college vesper service Sunday afternoon, and were delighted with the performance on the organ, piano and violin, of the new teachers of music who are at the college this year. Mrs. Hequembourg, Miss Cline and Miss Tarbet are not only able musicians but charming women, who will add much to the social life of Tallahassee. They express themselves as being delighted with our charming city, and also as highly pleased with the college and its corps of its instructors.

Woman Interrupts Political Speaker.

A well dressed woman interrupted a political speaker recently by continually coughing. If she had taken Foley's Honey and Tar it would have cured her cough quickly and expelled the cold from her system. The genuine Foley's Honey and Tar contains no opiates and is in a yellow package. Refuse substitutes. Sold by all druggists.

ABOUT ADVERTISING—NO. 2

The Dollar That Can't Be Spent

By Herbert Kaufman

Every dollar spent in advertising is not only a *seed* dollar which *grows a profit* for the merchant but is actually *retained* by him even *after he has paid it to the publisher.*

Advertising creates a *good will* worth the cost of the publicity.

It actually *costs nothing.* While it *uses* funds it does not *use them up.* It helps the founder of a business to grow rich and at the same time *keeps* his business from not dying when he does.

It *eliminates the personal equation.* It perpetuates confidence *in the store* and makes it possible for a merchant to *withdraw* from business without having the *profits* of the business *withdrawn* from him. It changes a *name* to an *institution*—an institution that will *survive* after the death of its builder.

It is really an *insurance policy* which costs *nothing*—*pays* a premium each year instead of *calling for* one, and renders it possible to change the entire personnel of a business without disturbing its prosperity.

Advertising renders the *business* stronger than the *man*—independent of his presence. It permanentizes systems of merchandising, the track of which is left for others to follow.

A business which is *not* advertised *must* rely upon the *personality* of its proprietor, and personality in business is a decreasing factor. The public *does not want to know* the man who owns the store—it isn't interested in him, but in his goods. When an unadvertised business is sold it is only worth as much as its *stock of goods and fixtures.* There is no good will to be paid for—it *does not exist*—it has *not been created.* The name over the door *means nothing* except to the limited stream of people from the immediate neighborhood, any of whom could tell you *more* about some store ten miles away which has regularly delivered its shop news to their breakfast tables.

It is as *shortsighted* for a man to build a business which *dies with his death* or ceases with his inaction as it is *unfair* for him not to provide for the *continuance* of its income to his family.

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\$100 Reward, \$100.

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting direct upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.

Address F. J. CHENEY & CO., Toledo, Ohio.
Sold by all druggists, 75c. /Aug. 16-17.

"My Little Mademoiselle."

The song which bears this name is unquestionably one of George M. Cohan's best—it is certainly making a hit up at the New York Theatre, where it is now being sung as the musical feature in "The American Idea."

The words and music of this song success will be given in next Sunday's New York World, October 18. Don't fail to get it. Better order from your newsdealer in advance.

Thousands are saving Sunday World songs. Why don't you?

A new, late, popular song every Sunday.

Excellent Health Advice.

Mrs. M. M. Davison, of No. 379 Gifford Ave., San Jose, Cal., says: "The worth of Electric Bitters as a general family remedy, for headache, biliousness and torpor of the liver and bowels is so pronounced that I am prompted to say a word in its favor, for the benefit of those seeking relief from afflictions. There is more health for the digestive organs in a bottle of Electric Bitters than in any other remedy I know of." Sold under guarantee at all drug stores. 50c.

Church Notices.

Trinity M. E. Church, South L. S. Patterson, Pastor.—Services Sunday at 11 a. m. and 7:30 p. m. Junior Epworth League, 3:00 p. m. Senior Epworth League, 4:00 p. m. All members requested to attend. The public and strangers specially invited to worship with us.

Presbyterian Church, Rev. Wm. H. Ziegler, Pastor.—Regular services at 11 o'clock a. m. and at 7:30 o'clock p. m. Sabbath school at 9:30 a. m. Midweek services on Wednesday evening at 7:30 p. m.

First Baptist Church, Rev. J. R. Pruett, Pastor. Services: Sunday at 11 a. m. and 7:30 p. m.; Bible school, 9:45 a. m.; Junior B. Y. P. U., 4 o'clock p. m.; Senior B. Y. P. U., Friday at 8:30 p. m.; Prayer and Praise service Wednesday evening at 7:30 p. m. Everybody welcome.

St. John's Episcopal Church: Sundays and Holy Days 7:30 a. m. Holy Communion—Sundays 11 a. m. and 8 p. m. Wednesdays, 5 p. m. Fridays, 8 p. m. Choir practice after service. Sunday School at 10 o'clock every Sunday morning.

Christian Science.—Services are held every Sunday at 11 o'clock a. m. and Wednesday evening at 8 o'clock p. m. in the front room, second story, of the building east of the postoffice. This room is also used as a Christian Science reading room, and is open daily except Sundays and Friday afternoons, between the hours of 10 and 12 o'clock a. m. and 4 and 6 o'clock p. m. All are cordially invited. The Sunday School is held Sunday morning from 10 to 10:45.

Catholic Church—Rev. F. J. Bresnahan, pastor. Mass and sermon at 9 a. m. on the 1st, 3d and 4th Sundays of each month; Rosary and Benediction at 5 p. m. On the third Sunday mass at 7 a. m.; no afternoon service.

For Sale!

A few small farms, improved and unimproved, in good localities. Apply to

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Mrs. H. Pope,

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Out of town orders receives prompt attention.

Day or Night.

Licensed Embalmer.

Office Phone 163. Res. Phone 214

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A Cup of White House or Blue Label Moca and Java Coffee

is what goes straight to the heart of every man at breakfast time, and every one knows that only good grocers keep good coffee. We take special pride in our brands, as they have made our store famous. Just as good as the coffee we sell are teas, which principle holds good throughout our entire stock. We sell nothing but the best of food products—those we have tested ourselves, and so can stand by them.

J. W. COLLINS, Owner.

OPENING

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AND

Fancy Goods

OCTOBER 14, 1908.

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Cleans Panama Hats

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First-class shape fall

Kinds of Hats.

Cleaning, Repairing and
Pressing Clothes a Specialty.

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All work in the line of
Roofing, Guttering, Spouting,
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Plumbing a Specialty.

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